

Rep Order# 9780534 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 46330

Printed: 08/02/2012 12:36 PM
Last Received: 08/02/2012 11:58 AM
Showing Buylines: All Rep & Sta Revised Lines

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSS
Estimate#
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	M	10A-11A	ANDY GRIFFITH / ANDY GRIFFITH	:30	\$100.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*2	F	10A-11A	ANDY GRIFFITH / ANDY GRIFFITH	:30	\$100.00	08/03-08/03	1	1	1	\$100.00	
				Sales Remark: V3 MKGD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$100.00

---SALES MONTHLY TOTALS---

Aug 12: 1 / \$100.00

Sales Totals: 1 / \$100.00

Station Totals: 1 / \$100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$10,000	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPC 21%
		WKRC 30%	WLWT 38%	WSTR 1%	WXIX 9%	

Rep Order# 9780534 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 46330

Printed: 08/02/2012 12:36 PM
Last Received: 08/02/2012 11:58 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSS
Estimate#
Buyer STEPHANIE MARONEY
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WLWT - 95875
WCPC - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Books null
Demos RA35+

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSS
Estimate#
Buyer STEPHANIE MARONEY
Phone#
Fax#
Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 1
t/r
Lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	*1	M	10A-11A	ANDY GRIFFITH / ANDY GRIFFITH	:30	\$100.00	08/06-08/06	1	1	1	\$100.00	-----
Station Remark: V2 1x na 8/6 mg Fri 8/3 10-11a nclr												

---REPORT TOTALS---

Report Totals: 1 / \$100.00

---SALES MONTHLY TOTALS---

Aug 12: 1 / \$100.00
Sales Totals: 1 / \$100.00
Station Totals: 1 / \$100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$10,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	21%
		WKRC	30%	WIMT	38%	WSTR	1%	WXIX	9%		

---COMPETITIVE COMMENTS---

EKRC - 100
WKRC - 73550
WIMT - 95875

Rep Order# 9780534 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 46330

Printed: 08/02/2012 11:36 AM
Last Received: 07/31/2012 10:50 AM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSS
Estimate#
Buyer STEPHANIE MARONEY
Phone#
Fax#
WCPC - 52715
WSTR - 3250
WXIX - 24700
TOTL - 250190

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Thursday, August 02, 2012 9:36 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 46330

Station: EKRC-TV

Order Information:

Order #: 46330
Order Total: \$100.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: CROSS
Alternate Order #: 09780534
Flight Dates: 07/31/12 - 08/06/12
Demo: Households

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (46330-1-1):

Rate: \$100.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: M-F 10a-11a
Inventory Description: M-F 10a-11a
Inventory Code Time: 10a-11a
Spot Type: NM
Length: :30
Channel(s): [1] EKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

~~1x Fri 10-11a~~
1x Fri 10-11a
or 8/3 Mon

Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Crossroads Media												
Station: EKRC-TV												
Order: 46330												
Line: 1												
08/06/12	Monday	10:39:45 AM	:30	\$100.00	P-2		M-F 10a-11a	10a-11a	CROSS			2 MWASI
				\$100.00							1	
				\$100.00							1	
				\$100.00							1	
				\$100.00							1	
				\$100.00							1	
				\$100.00							1	

[Filtered by:] [Sorted by: Station]